

ORDER



Orders
Order / Rev: 365785
Alt Order #: 06868728
Product Desc: SENATE MAJORITY PAC
Estimate: 2280
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave.
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Majority PAC
Demographic: A35+
Product Codes: PL Issue
Priority: P-01
Revenue Codes: AGY-TRANS, AGENCY, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	21	\$27,250.00	\$23,162.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	21	\$27,250.00	\$23,162.50	0.00
Totals	21	\$27,250.00	\$23,162.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	26%	\$27,250.00
Market	100%	\$104,807.69

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$23,057.69
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	29%	\$30,394.23
KTUD	0%	\$0.00
KVMY	5%	\$5,240.38
KVVU	17%	\$17,817.31
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$1,048.08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	11/04/12	11/04/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a	-----S	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00

Advertiser:	Majority PAC
Product Desc:	SENATE MAJORITY PAC
Estimate:	2280

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ACTN NWS SU@6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$750.00		0.00				
E 2	KTNV	10/30/12	11/02/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a	-TWTF--	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
NITELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$750.00		0.00				
E 3	KTNV	10/30/12	11/02/12	M-F 6-7am Action News	CM	M-F 6-7a	-TWTF--	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
ACTION NWS@6AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$750.00		0.00				
E 4	KTNV	10/30/12	11/02/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	-TWTF--	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
GD MRN AMR-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$750.00		0.00				
E 5	KTNV	10/30/12	11/02/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	-TWTF--	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
miLLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$850.00		0.00				
E 6	KTNV	10/30/12	11/02/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	-TWTF--	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
ACCESS HOLLYWD<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$850.00		0.00				
E 7	KTNV	11/03/12	11/03/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA	-----S-	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
GD MRN-SAT-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$850.00		0.00				
E 8	KTNV	10/30/12	11/02/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	-TWTF--	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
ACTION NWS@5PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$900.00		0.00				
E 9	KTNV	10/30/12	11/02/12	M-F 10-11a The View	CM	M-F 10-11a	-TWTF--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
VIEW-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$1,000.00		0.00				
E 10	KTNV	10/30/12	11/02/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	-TWTF--	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
ACTION NWS@6PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$1,000.00		0.00				
E 11	KTNV	10/30/12	11/02/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	-TWTF--	:30	1	\$1,100.00	P-01	0.00	NM	1	\$1,100.00
ACTION NWS@630<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--		1			\$1,100.00		0.00				
E 12	KTNV	11/03/12	11/03/12	Sat 11-11:35 Action News	CM	Sat 11-11:35p	-----S-	:30	1	\$1,250.00	P-01	0.00	NM	1	\$1,250.00
ACTION NWS@11P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$1,250.00		0.00				
E 13	KTNV	10/30/12	11/02/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	-TWTF--	:30	1	\$1,500.00	P-01	0.00	NM	1	\$1,500.00
ACTION NWS@11P															

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Product Desc:	SENATE MAJORITY PAC
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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	10/30/12	11/02/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	- TWTF - -	:30	1	\$1,500.00	P-01	0.00	NM	1	\$1,500.00
ACTION NWS@11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -		1			\$1,500.00			0.00			
E 14	KTNV	11/01/12	11/01/12	Thu ABC Prime B GREY ANTMY-ABC	CM	GREY ANTMY-AB	- - - T - - -	:30	1	\$5,000.00	P-01	0.00	NM	1	\$5,000.00
GREY ANTMY-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - T - - -		1			\$5,000.00			0.00			
E 15	KTNV	11/04/12	11/04/12	Sun ABC Prime C REVENGE	CM	REVENGE	- - - - - S	:30	1	\$5,000.00	P-01	0.00	NM	1	\$5,000.00
REVENGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S		1			\$5,000.00			0.00			
E 16	KTNV	11/05/12	11/05/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a	M- - - - -	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
NITELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$750.00			0.00			
E 17	KTNV	11/05/12	11/05/12	M-F 6-7am Action News	CM	M-F 6-7a	M- - - - -	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
ACTION NWS@6AM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$750.00			0.00			
E 18	KTNV	11/05/12	11/05/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	M- - - - -	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
GD MRN AMR-ABC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$750.00			0.00			
E 19	KTNV	11/05/12	11/05/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	M- - - - -	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$850.00			0.00			
E 20	KTNV	11/05/12	11/05/12	7p-730p M-F 7p Access Hollywood	CM	7p-730p	M- - - - -	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
ACCESS HOLLYWD<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$850.00			0.00			
E 21	KTNV	11/05/12	11/05/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	M- - - - -	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
ACTION NWS@6PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -		1			\$1,000.00			0.00			
Totals													21	\$27,250.00	